The World of YAMAHA
Yamaha Corporation's Global Newsletter
April 2000 No.58

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NAMM Show Millennium Concert

The Millennium Concert organized by YCA on the second evening of the Winter NAMM Show saw an exceptional line-up of international stars take the stage, and they became the talk of the show.

Silent Violin Saves the Show

At the US Bands of America (BOA) Grand Nationals Competition for high school marching bands, a Silent Electric Violin saves the day for one of the competing bands whose own electric violin had stopped working.

Shuji Ito Becomes New President

Yamaha Corporation (Japan) announced on March 16 that a new president would be appointed. As of April 1, 2000 the new president is former Senior Managing Director Mr. Shuji Ito. President Ito made the following comments regarding his new appointment.

"Music is a common language that unites the world and overcomes the barriers of language and national boundaries. I hope our trusted Yamaha brand will continue contributing, through music, to richer lives for people throughout the world. In order to further increase the value of the Yamaha brand, we must aim to be a company that can harness the power of all its members united for the common cause. I want all the Yamaha Group companies too, to join together in these efforts."

Spectacular NAMM Show

Yamaha Exhibits All-Round Strength

For four days from February 3 to 6, 2000, the Winter NAMM Show (National Association of Music Merchants) took place at the Los Angeles convention center in the United States. It was the third year the show has been held in Los Angeles, and once again it was a resounding success. Yamaha exhibited its entire product line-up at the show, with its booth covering around 2,000 square meters in Petree Hall. The booth design utilized the corporate colors to achieve a unified feel. Emphasizing its status as an industry leader, Yamaha demonstrated the latest technology, as well as the group's enormous capabilities in product development and software. It certainly highlighted Yamaha's all-round strength, and garnered high praise from visitors.

Yamaha's theme for the show, "The Future of Music and Sound," was designed to appeal to both industry and non-industry people. At the "Yamaha Millennium Concert," a star-studded line-up of artists headed by Michael McDonald took the stage, making it the top event of the entire NAMM Show this year.

A Millennium Disklavier DKV Pro 2000, first shown at NAMM
B YC and YCA Management (left to right): Mr. Terry Lewis, Sr. VP; Mr. Noriyuki Egawa, then President (both YCA); Mr. Kazukiyo Ishimura, then President; Mr. Katsuhiko Kishida, then Managing Director; Mr. Shigeo Harikae, Director, (all YC Japan); and Mr. Yoshihiro Doi, then Asst. General Mgr., Piano Division, YCA
C Yamaha Booth receives a non-stop stream of visitors.
D The entrance of NAMM Show 2000 Site, L.A. Convention Center

US BOA Grand Nationals Competition

Silent Electric Violin Becomes a Hot Topic at the Show

The BOA Grand Nationals Competition, a showcase for America's top high school marching bands, was held over a week in November 1999 in Indianapolis, Indiana. The winning band was from Plymouth-Canton High School in Michigan, whose percussion section is led by Yamaha clinician, Gregg Reinhardt. The band uses and performs exclusively with Yamaha instruments. One of the most talked-about groups during the competition was the Leander High School marching band from Texas. Despite being a first-time entrant, the band displayed superb marching and performing skills, in order to make it through to this final meet. However, just minutes before the band was due to make its debut performance, they suffered a serious mishap. It was found that an electric violin that was supposed to play a key part in their 12 minute routine, was not working. They frantically began to search for a replacement for the broken violin. Hearing of their predicament, the Indianapolis Mars Store decided to lend Leander High School a Yamaha Silent Electric Violin for the duration of the competition.

The Leander High School marching band went on to complete its performances without a hitch, and achieve a highly respectable 11th place. For Yamaha Corporation of America (YCA), being able to play a small part in the band's success was a great delight.

The Silent Violin that came to the rescue of Leander High School

Superstar Line-Up Takes the Stage

Phenomenal Response to the Yamaha NAMM Millennium Concert

On the second night of the NAMM Show, YCA, in conjunction with NAMM hosted a mammoth concert entitled "Yamaha Corporation of America Presents the NAMM Millennium Concert." The event was held at the famous Shrine Auditorium, location of the annual Academy Awards presentation.

The concert was dedicated to Michael McDonald (formerly with the Doobie Brothers), who has a long and deep relationship with Yamaha. The line-up that appeared for this unique event featured an array of other superstars who are close friends of Michael, including Ray Charles, Boz Scaggs, Kenny Loggins, Steve Winwood and Alan Parsons as well as the Doobie Brothers. The capacity audience of over 6,000 gave the artists a phenomenal response. The concert was reported as a hot news item by television and newspapers, contributing significant prestige to the Yamaha image.

E Patti LaBelle (left) and Michael McDonald
F McDonald accepts The Yamaha Lifetime Achievement in Musical Excellence Award from The Beach Boy's Brian Wilson and Yamaha's Terry Lewis (far left).
G McDonald with the Doobie Brothers

Yamaha Booth a Hit at CES 2000

The consumer electronics industry's biggest trade show, CES 2000, was held in Las Vegas, the United States from January 6 to 9. This year the event attracted 2,200 exhibitors (up 22% from the previous year) and approximately 126,000 visitors (up 30%), achieving a level of buzz and excitement not seen in recent years. At the Yamaha booth, adopting a main theme of "Digital Home Theater for the New Millennium," a wide array of products were displayed, including thirteen new releases. Some of the highlights were the new spring line-up of receivers led by the RX-V1 next-generation flagship model, which was only unveiled in December last year, as well as DVD players and audio-use CD-R units. All in all, the booth had a huge impact, easily outshining the best efforts of competitors. In particular, since this was the first public exhibition of the RX-V1, many visitors made their way directly to the Yamaha booth as soon as the show opened, specifically to see this product, on the strength of the high ratings gained prior to the show. Needless to say, reservations for the RX-V1 listening room quickly filled up for the rest of the day.

Other lifestyle concepts were newly introduced at the show, including the Pianocraft system and the GX Series of compact home theater systems. These products are designed to maximize the potential of an ordinary living room, and were particularly well received by show visitors.

The US home theater market in 2000 is heating up, but at the same time competition is also becoming more intense. Within such an environment, a very positive response to Yamaha's marketing strategy was achieved, based on a product line-up led by the RX-V1.

The Yamaha booth outshines the competition with a dazzling array of new products.

Launch Event for Popular Flagship Receiver RX-V1

A launch event for the next-generation RX-V1 receiver, which had been the focus of considerable attention at CES 2000, was held at major Los Angeles dealer Ken Crane's on March 2. A press launch was scheduled for 11 a.m., while demonstrations and sales to the general public kicked off at midday. By the time the store opened at 12 o'clock, a crowd of over 3,000 people hoping to get a first-hand look at Yamaha's next-generation receiver, had built up. Copies of the recording titles played on the RX-V1 at the event were autographed by well-known sound engineer and musician Chip Davis and given away to store visitors. Another thrill was the appearance of Tobey Maguire, the actor who starred in the Oscar-nominated movie *The Cider House Rules.* Mr. Maguire was at Ken Crane's to pick up his new RX-V1, making him the first person in the United States to become an RX-V1 owner.

The event attracted a large media presence, including a local FM radio station which made live broadcasts from the venue, and the mass-circulation daily *USA Today* which introduced the RX-V1, emphasizing just how great an impact the launch event had.

Staff who helped out on the day and Yamaha Electronics Corporation, USA (YEC) members gather around the RX-V1.

Yamaha Band Alert - Asia Final

Singapore Band Takes Top Spot

January 23, 2000 was definitely a night to celebrate contemporary Asian music, as the Yamaha Band Alert - Asia Final saw ten regional and country winners face off in Singapore. The competing bands came from Shanghai, Beijing, Hong Kong, Taiwan, the Philippines, Thailand, Malaysia, Indonesia and Singapore.

Over 800 people packed into the Hard Rock Cafe to sample the best young pop and rock talent Asia could offer. All of the bands gave energetic performances based on their own original sounds, reflecting the diverse range of cultures the competitors were drawn from. The audience too played their part by becoming totally swept up in the performances.

The winner's crown went to Singaporean act Neural Vibe, who took home the top prize money as well as a Yamaha music equipment voucher. Neural Vibe whipped the crowd into a frenzy with their own infectious brand of hardcore rock and futuristic costumes.

Malaysian band My Pet Alien were runner-up, with their unique style that fused Indian classical music with heavy metal. All the bands gave it their best shot on the night, with the incredibly high level of musicianship and creativity on display something to behold.

With the invaluable support of participating Yamaha Group affiliates across Asia, the three-day event in Singapore went off like clockwork. It also attracted a great deal of media attention from throughout the Asia region.

The winning band, Singapore's Neural Vibe, on stage

Contest judge John Myung, holding a John Myung model Yamaha Bass RBX6JM

Guests from Japan, Tear Drop

Dealer Convention in Malaysia

Enhancing Teamwork Between Branch Staff and Dealers

Yamaha Music Malaysia held a "Camp & Convention" for selected dealers from all over Malaysia from October 18 to 20, 1999 in Awana Genting. The Yamaha Camp included announcements on the upcoming end-of-year campaigns, as well as activities aimed at strengthening relationships and fostering goodwill among Yamaha staff and dealers. And since the purpose of the camp was to recognize the excellent recent results generated in the instrument sales and schools divisions, the meeting encompassed both business and pleasure.

In addition to being quite a departure in style from the ordinary meetings held in previous years, the event was planned so that all participating dealers could equally enjoy the experience. The camp also served as a great opportunity for team-building among the branch staff and dealers through activities such as jungle tracking.

Successful team-building among staff and dealers

Piano Seminar in Shanghai Attracts Technicians from Around China

Over four days from December 21 to 24, 1999 Yamaha Trading (Shanghai) Co., Ltd. organized their 1st Piano Technology Seminar, with 58 piano tuners/technicians from all over China attending. It was the first time a seminar has been held in China seriously focusing on grand piano tuning technology, so the event attracted specialists from as far afield as Urumqi and Inner Mongolia, several thousand kilometers away.

The seminar covered four main areas: The theory of piano tuning and demonstrations, tuning upright pianos, tuning grand pianos, and an introduction to the Disklavier including installation procedures and tuning. The program gained a very positive response from the participants.

This seminar was the first in a series of three, and as such, emphasis was given to the theoretical side. The second and third seminars will see more time devoted to actual practice in front of a grand piano.

China's first ever grand piano technology seminar held in Shanghai

Asia-Oceania JOC Held in Tsumagoi

The Asia-Oceania Junior Original Concert (AOJOC), known as an event that rotates among Asian countries and territories each year, was held in Japan this year on March 2. The concert that was originally planned to be held on October 27 in Taipei was shifted to Japan due to the devastating earthquake that struck Taiwan last September.

Upon due consideration of the concert venue, the Tsumagoi Music Garden that was opened last year by the Yamaha Music Foundation was chosen as its newest sound facility with a 300-seat auditorium.

The concert commenced at 7 p.m. in the auditorium, and featured ten composer/performers and their co-performers from Indonesia, Thailand, Malaysia, Hong Kong, Singapore, Taiwan, Australia and Japan. First up was Chu Tai Lun Terence, a 9-year-old from Singapore who performed his original composition entitled "Circus Suite."

The performance by Stefan Cassomenos (piano) from Australia

Guitar & Drums Division Gains ISO 9001

Yamaha Corporation's Guitar & Drums Division received ISO 9001 certification from the Japan Quality Assurance Organization on January 21. The certification covers the Division's string and percussion instrument business from design and production through to after sales service, for this internationally recognized quality standard.

The Division began its program to achieve ISO accreditation in April 1998, with the aim of putting in place a quality activity management system that would underline their commitment to growth and making powerful products. Despite the fact the design department handles a divergent range of product categories, in order to attain a high level of standardization of operations, all sections of the business including design, production, management and marketing underwent a stringent reassessment process. The Division's efforts were rewarded by a successful accreditation outcome.

Company name: Yamaha Corporation
Country: Japan
Unit accredited: Guitar & Drums Division
Details of certification: ISO 9001
Date of accreditation: January 21, 2000

Kaohsiung Yamaha, Tianjin Yamaha Get ISO 14001

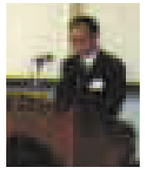
As more and more importance is placed internationally on environmental protection, at the end of last year two Yamaha affiliates attained the ISO 14001 standard in this area for their respective operations. Accreditation was achieved by Kaohsiung Yamaha (Taiwan) on November 1, and by Tianjin Yamaha (China) on December 28.

Company name: Kaohsiung Yamaha Co., Ltd.
Region: Taiwan
Details of certification: ISO 14001
Date of accreditation: November 1, 1999

Company name: Tianjin Yamaha Electronic Musical Instruments, Inc.
Country: China
Details of certification: ISO 14001
Date of accreditation: December 28, 1999

3rd AV Manufacturing Base Established in Indonesia

YEMI Begins Operations



YEMI President Mr. Tokio Masui greets guests at the Grand Opening.

P.T. Yamaha Electronics Manufacturing Indonesia (YEMI), set up to produce speakers and other audio equipment, recently completed their factory on the outskirts of Surabaya. To mark the occasion, the company held an opening ceremony on December 7, 1999.

On the day, those attending included Yamaha Corporation's Audio Video Group Director Mr. Kunihiro Maejima, as well as representatives of other Yamaha affiliate companies in Indonesia, local community representatives and firms involved in the factory's construction. At the ceremony, YEMI President Mr. Tokio Masui extended greetings to the gathered guests, while Mr. Maejima conveyed his thanks for everyone's cooperation and said he held high expectations for the new factory's future. Following this, there was a ceremonial start of the woodworking machinery, and a tour of the inside of the factory. The event was closed with a statement of determination by Mr. Sutoto, on behalf of the plant's employees.

YEMI will mainly concentrate on the production of speakers for home theater systems, becoming the third overseas manufacturing facility for the Yamaha Audio Video Group, after Alsace (France) and Malaysia. In the future, it is hoped that YEMI will become one of the core manufacturing bases for home theater, alongside Malaysia.

All of the local staff in front of the new YEMI factory building

YMMI Completes Fourth Stage Expansion Project

Looks to Further Broaden Business Base

On January 25, 2000, P.T. Yamaha Music Manufacturing Indonesia (YMMI) held a special ceremony to mark the completion of their fourth stage expansion project, and the commencement of operations at the new facility. The newly completed factory has a total floor area of 6,551 square meters, with the four-story building exterior finished in colorful pastel tones.

Among those attending the opening ceremony were the venture's Indonesian partners Mr. & Mrs. Hoegeng, and their son Mr. Aditja Hoegeng. Approximately 1,300 people gathered for the occasion, including all the YMMI staff and other related parties.

YMID General Manager Mr. Fumiaki Oku extended greetings to all the guests, commenting: "Guitar and drum production has risen substantially in the previous year. The domestic market here is large and offers excellent growth potential." Guitar & Drums Division General Manager Mr. Naoki Tanemo also urged those present to "follow your dream" in pushing ahead YMMI's production, and conveyed his expectation that Indonesia now had the capabilities to achieve even higher quality as well as improved cost and shipment management.

The YMMI site. At the right-hand rear is the newly completed factory.

P.T. Yamaha Indonesia Produces Grand Pianos

The first shipments of grand pianos from P.T. Yamaha Indonesia (YI) got under way in great style with a ceremony on February 10, 2000. This auspicious occasion was attended by a large guest list, headed by then Senior General Manager of the Piano Products Division Mr. Shoji Kageyama, and Yamaha's Indonesian partners, Mr. & Mrs. Hoegeng as well as their son Mr. Aditja Hoegeng.

YI has been producing upright pianos from 1984. Since a kick-off event held in February 1999, the entire staff of YI has been striving towards grand piano production that will meet the high standards required of the Yamaha brand. A grand piano produced at YI was exhibited at the Winter NAMM Show in the United States in February, receiving a considerable amount of praise. During the show YI received almost as many orders as the planned production for a year.

Guests at the ceremony to mark the first grand piano shipment (from left: YI President Mr. Hiroki Tachida, then Senior General Manager of the Piano Products Division Mr. Shoji Kageyama, Mr. & Mrs. Hoegeng, and Mr. Aditja Hoegeng).

Percussion Festival Held in Spain

Percussionists Wow Audiences with Yamaha Instruments

On October 2 and 3, 1999 the 4th Percussion Festival was held in Seville, Spain. This international event brought together many leading percussionists from home and abroad, who performed the works of a wide variety of composers over a series of concerts. Yamaha·Hazen Música S.A. also took part in the festival, as the official musical instrument supplier.

Around 20 of the most celebrated names in the percussion world performed during the concerts. These included the internationally renowned jazz duet of Dave Samuels (USA) and David Friedmann (Germany), who mesmerized the capacity audience with their performances on Yamaha vibraphones and marimbas. Top French marimba artist Jean Geoffroy also used a Yamaha marimba, the YM5100A, giving the crowd a huge thrill.

David Friedmann (left) and Dave Samuels (right) in concert

Several musicians try out Yamaha marimbas at the Yamaha display booth set up at the festival.

Yamaha Music Gulf FZE Celebrates Second Anniversary

In the Islamic countries of the Middle East, where recitation of verses from the Quran is regarded as the highest form of music, even nowadays in many instances restrictions and limitations exist on Western electronic music and electronic instruments. It is within such a background that Yamaha Music Gulf FZE (YMGF) celebrated two years since its founding, during which time the company has been active in music popularization in the region.

A salon concert was organized in November 1999 at the residence of the Consul-General of Japan in Dubai, inviting the wives of many of the consuls-general of European and Middle Eastern countries. The concert, featuring a Japanese musician playing a CVP-109 and an EL900, were received so favorably that even four months after the event it is still the talk of the town throughout the United Arab Emirates (UAE).

Before and after the concert, as the final tour of 1999, YMGF conducted demonstrations and concerts in Dubai and the Egyptian capital of Cairo over a two-week period, at schools and private clubs. The tour made a strong appeal on behalf of the Yamaha brand and products.

The salon concert at the Consulate-General of Japan in Dubai, attended by Mrs. Nishikawa, wife of the Consul-General (front right)

This year, after the end of Ramadan, the Muslim month of fasting, the company put on a tour in February taking in Oman, Kuwait and Bahrain. Meanwhile, YMGF held a series of demonstrations and concerts at various locations around the UAE, including at the Global Village within the Dubai Shopping Festival 2000 which ran throughout March.

Yamaha Clarinet and Bassoon Feature in Berlin

The Berlin Philharmonic Orchestra performed a three-night season at the Berlin Philharmonie Hall, from January 29 to 31 directed by Herbert Blomstedt. The program included the Duet-Concertino for Clarinet and Bassoon with Strings and Harp by Richard Strauss. This piece is said to be a very challenging one to play, as the splendidly colorful clarinet melody covers such a very wide range, and flows without any breaks.

The performance's feature soloists were Wenzel Fuchs playing a YCL-857Ⅱ Yamaha Clarinet and Daniele Damiano using a YFG-812C Yamaha Bassoon. Both artists have been devotees of Yamaha wind instruments for some time. Mr. Damiano even commented after the performance: "If I did not have this bassoon, I simply would not have been able to do the performance tonight." It once again gives us a small insight into just how much these world-class performers rely on their Yamaha instruments.

Daniele Damiano (bassoon)

Wenzel Fuchs (clarinet)

Tim Morrison Performs with the New Japan Philharmonic Orchestra

Renowned trumpet soloist—and long-time Yamaha artist—Tim Morrison performed with the New Japan Philharmonic Orchestra at the Sumida Triphony Hall in Tokyo on February 1. Mr. Morrison was invited to Japan by the orchestra's music director, Seiji Ozawa. He played trumpet solos from several movie scores, written especially for him by John Williams. The audiences in Japan were completely spellbound by Tim Morrison's exceptional tone and flawless technique.

Mr. Morrison previously played first trumpet with the Boston Symphony for many years, where he was regularly seen on the Boston Pops television broadcasts. His beautiful tone and lyrical phrasing caught the attention of then Boston Pops conductor John Williams, who was inspired to write many trumpet solos that fully showcased Tim Morrison's talent. A few years ago Mr. Morrison left the BSO in order to pursue a solo and studio musician career.

The expressive tones of Tim Morrison with his Yamaha trumpet have featured as solos on many famous film soundtracks, including *Born on the Fourth of July*, *Nixon*, *Apollo 13*, *JFK* and *Saving Private Ryan*.

Tim Morrison holding his Yamaha YTR-6445H (C trumpet)

AWARDS

Silent Electric Cello Grabs Awards in Two Categories of *Mono Magazine*'s "Super Goods of the Year 1999"

At the 12th annual "Super Goods of the Year 1999" awards put on by *Mono Magazine*, a Japanese publication, the Silent Electric Cello received a bronze medal in the Musical Instruments/Hobby category, as well as a Judges' Special Award for design.

The award winners were chosen from among the thousands of new products featured in *Mono Magazine* during 1999, and decided by a judging panel together with reader votes cast via the Internet.

Since the sound of the Silent Cello is enjoyed by using headphones, it can be used at home without the worry of disturbing people nearby. And the fact that there is almost no loss of quality when compared to a conventional cello is also a very attractive feature of the product. In terms of design too, while having similarities to a normal cello, it also achieves an original electronic instrument-style that has won over many fans.

Presentation ceremony

Mono Magazine

Wind MIDI Controller, Silent Violin and Silent Electric Cello Capture Awards at Prestigious German Design Contests

Yamaha products have been on a winning spree at German design competitions recently. At the iF Design Awards in Germany the SV-100 Silent Electric Violin received an award last year, while this year the WX5 Wind MIDI Controller was also a winner at the same contest.

The Silent Electric Violin also won awards at the Nordrhein-Westfalen State design contest in Germany in 1998 and 1999.

The SVC-200 Silent Electric Cello was not to be outdone though, taking out a Highest Design Quality award at the Red Point 2000 design contest, also in Germany. The extremely high design values of the SVC-200 were particularly praised. In the past several Yamaha products, including the Silent Brass System, Silent Session Drums and Silent Electric Violin, have been award recipients at the Red Point contest.

The iF Design award-winning WX5

The Silent Violin as it appeared in Germany's *Ranking Design*

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Printed in Japan on recycled paper